



PROCEEDINGS

International Seminar

on

Agro-tourism Development

(ISAD)

**AGRO-TOURISM:
EDUCATING, CONSERVING,
AND EMPOWERING**

Hosted by:



**Faculty of Agriculture
Universitas Pembangunan Nasional "Veteran" Yogyakarta
Indonesia**

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Proceedings

**International Seminar on Agro-tourism
Development (ISAD 2011)**

**AGRO-TOURISM:
EDUCATING, CONSERVING AND EMPOWERING**



Field Trip held on 6 December 2011
Seminar held on 7 - 8 December 2011
in Faculty of Agriculture, UPN "Veteran" Yogyakarta
Indonesia

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Proceedings

**International Seminar on Agro-tourism Development
(ISAD 2011)**

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UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN"
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Preface

Agro-tourism has become increasingly popular among domestic and foreign travellers. This is because Agro-tourism manages to utilize the natural beauty of agricultural landscapes and the cultural diversity of each region. The goal of Agro-tourism is not only for natural conservation, but also for empowering local communities socially and economically. Simply, by developing Agro-tourism, local economics grow. However, to further empower the local communities, it is imperative that they are involved in the planning, decision making and management of the Agro-tourism. Thus, education plays an important role in this matter. The theme of the seminar is Agro-tourism development based on local resources. Topics of interest for the seminar include: Services on Agro-tourism, Socio-culture, Economics and business, Regional development, Land management, Processing of agricultural products, Agronomy, Forestry, Livestock, and Fishery.

The objectives of the seminar are sharing research information and empirical experiences, as well as innovative ideas that will open new perspectives on agriculture related to tourism issues. It also aims to establish interaction and communication among researchers, observers and practitioners in finding solutions of the problems regarding agriculture and tourism to improve welfare of the rural areas.

On behalf of the international seminar organizers, we are pleased to present the Proceedings of the International Seminar on Agro-tourism Development (ISAD 2011). ISAD is an event held in cooperation between the Faculty of Agriculture Universitas Pambungutan Nasional "Veteran" (UPN "Veteran"), Yogyakarta, Indonesia and the Faculty of Resource Science and Technology and Faculty of Economics and Business Universiti Malaysia Sarawak, Malaysia.

Finally, we would like to express our gratitude to the Rector UPN "Veteran", Yogyakarta for the financial support, the Dean of the Faculty of Agriculture for hosting, and the Scientific and Steering Committee. We wish to thank the keynote speaker Sultan Hamengku Burwana X, and invited speakers Syukur Istantono, MS., MBA, the Head of Agro-tourism Commission, Ministry of Agriculture Indonesia; Prof. Shuh Ahmad, Institute of Agricultural and Food Policy Studies, Putra Infoport, Universiti Putra Malaysia; Prof. Haruo Kuriyagagi, Jogakuen Sapiyama University; Prof. Jesus D. Ortuno, Sultan Kudarat State University The Philippines; Marc Vanacht, President of AO Business Consultant, USA; and Dr. M. Raza, Expert of Taman Buah Mekarsari, Indonesia; as well as participants for their contribution in making the seminar a success. We wish to thank the Regency and Local Government of Bantul Yogyakarta as the major sponsor and all other sponsors for their contribution in making this seminar possible. As a Chairperson, I highly appreciate the great efforts of the members of the organizing committee whose hard work made this seminar a great success.

Yogyakarta, December 8, 2011

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COMMUNITY DEVELOPMENT BASED ON TOURISM VILLAGE : An exploratory review of alternative development approaches

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ABSTRACT

The study of community development began to dominate the world in the 21st century since the advent of ecological perspective. In this context, community development is a way to solve the problems that occur in the society with the main aim of creating an autonomous society that can make themselves prosperous. This applies to the community in general, including the community in tourism village that functions as attributes of tourism products into a series of tourism activities that is integrated and have a certain theme based on the village characteristics.

Tourism village as a rural development by exploiting the ability of elements that exist in rural community has potential to be a locomotive on community development effort. This can be executed if the tourism village is able to offer an overall ambience that reflects the authenticity of the rural population in terms of socio-economy, socio-cultural, custom, village architecture, or daily activities of the society that has unique and interesting value in the form of attraction, accommodation, food and beverage, and other uniqueness that is owned by a village.

To achieve this, a community development model that can be executed is needed in order to create a tourism village that can solve the problems in the community into rural community prosperity improvement. Therefore, a community development model that can combine professional approach and radical approach is needed. Both are expected to give a discourse about community development that can be executed in creating an independent tourism village and can solve the problems into rural community prosperity.

Key words: Community development, Tourism village, Prosperity

INTRODUCTION

Empowerment and participation are the main focuses in the development process in many countries because they are considered as potential strategy in improving social economy and cultural transformation. In supporting the growth of community participation, the Empowerment towards the community either in politics, socials, or economics becomes an important thing to do. Thus, the development or the Empowerment of the community is an empiric model of individual and collective behavior development which emphasizing on community problems solving.

According to Mudzakir (1986), the community development efforts can be seen as the founding of a social order in which the human can fairly and openly do their efforts as a realization of their ability and potency so that their needs can be fulfilled. The community development is a learning process towards the community so that they can

autonomously do the efforts for improving their life quality. There is a process that is often being forgotten called social learning which means preparing the adjustments towards the social changes and directing those changes into a collective needs fulfillment.

The community development is not possible to demand community involvement in a development program when the community itself does not have any ability or enough footholds. Therefore, a mechanism and a system of community Empowerment are needed. The community must be given a trust that without their full involvement, their efforts on life quality improvement will not bring a significant result. People empowerment often starts with changing the community perspective into active-participative. There is no exception for usual village that is changed into tourism village as an effort to optimize the village potential. In this form, tourism development cannot be separated from the characteristics of the existing rural activities, either on the economic aspects or the socio-cultural aspects.

Considering that the development model at the present time is oriented more on the development that involves the community actively, community Empowerment becomes a choice in supporting the development orientation. One development side will work well and on the other side the development continuity will be ensured if the community has had their ability, both in the self development and the development products management.

The objection of the paper is to analyze the community development approach model that is appropriate with the characteristics of tourism village community in order to create an independent community and improve their prosperity.

COMMUNITY DEVELOPMENT: CONCEPT AND SCOPE

At the present time, life is dynamic, complex, risky, and full of surprise. Thus, every individual, group, or community must do many efforts to participate, self adaptation, or take control in the changing. Revealing this condition, since 1960 the community development concept has come in the context of community Empowerment that is called *Community Development* (ComDev).

Community Development is divided into two concept, “community” and “development”. Development or reconstruction is a collective and structured effort for improving the quality of human life. Development sectors usually consist if several sectors, those are economy, education, health, and socio-cultural (Mayo, 1998). In other words, community development is a method that enables people to improve their life quality and enlarge their influence towards the processes that influence their life (AMA, 1993).

Based on that, community development can be called as an effort which aims to make the community aware of optimizing all of their ability, both in the form of thought, energy and material, and also to dig out local community initiations to do more activities and investments in order to achieve the higher level of life. In the other concept, community Empowerment can be called as a process that builds human being and community through community ability improvement, community behavior changing, and community management.

Therefore, the effort of community development does not happen incidentally, but it has to pass through an exact planning effort which has clear objectives. Besides that, community development effort is stimulated by a strong reason for local community, involving all of the community level with no exception for evading unbalanced condition in the community Empowerment and the community also participates on succeeding the community development effort.

Community development concept is based on the economy development concept that is concentrated on the growth produced by even distribution effort, emphasized on the

improvement of human resources quality. In this framework, Kartasasmita (1997) sees that the effort on community development can be seen from three sides, those are:

1. Creating a condition or an atmosphere that enables the development of community potential (*enabling*).
2. Empowering the potency and the ability that is owned by the community (*empowering*).
3. Empowerment also means protecting, preventing the weak to be weaker as the cause of disability to face the strong in the process of Empowerment.

Therefore, the community development program must be determined by the community and the institution that is going to execute the program must be adjusted with the local ability. Guideline, instruction, and motivation will be given during the program implementation so that from one activity can lead to other activity. Therefore, experts must be ready for assisting the community if needed, both in preparation, planning, and program implementation, also act as partners and should not be persistent or commanding.

Community development is an approach that is developed from two contradictory perspectives, left ideology (*socialist-Marxis*) and right ideology (*capitalist-democracy*). But in the developing of community development, it emphasizes the importance of being autonomous and informal involvement in supporting the strategy of poverty and oppression handling, and also in facilitating community participation. Twelvetreets (1991) divides community development perspective into two approaches, professional approach and radical approach.

Professional approach concentrates on the effort for improving the autonomy and the service giving system in the social relations framework. Professional approach can be labeled as traditional, neutral, and technical perspective. While radical approach concentrates more on the effort for changing the unbalanced social relations through Empowerment the weak groups, finding the cause of their weakness, and analyzing the oppression sources. Radical approach can be labeled as transformational perspective (Mayo, 1998).

Moreover, according to Mayo (1998), community development can be classified into six models based on radical and professional cluster. These six models are: Community Treatment, Community Organization, and Community Development for the professional cluster; and Community Action Based on Social Class, Community Action Based on Gender, and Community Action Based on Race for the radical cluster.

TOURISM VILLAGE

Tourism village is a rural development by exploiting the ability of elements that exist in the community and village that functions as attribute of tourism products into a series of tourism activity that is integrated and has certain theme based on the village characteristics. Based on the essential of tourism village above, a village can be considered as tourism village if it has ability to offer an overall ambience that reflects the authenticity of the village in terms of socio-economy, socio-cultural, rural custom, village architecture, or daily activities of the society that has unique and interesting value in the form of attraction, accommodation, food and beverage, and other uniqueness that is owned by a village.

Based on the statement above, a tourism village should have these following aspects:

1. The nature environment or the geographical condition and the landscape of a village. This condition will be different between villages that are relatively flat with villages in the mountain, also between villages that are still having an original environment with villages that had experienced a lot of physical environment change. This different will

be the consideration for the planning and the packaging of a tourism village, whether to make it into a modern village nuance, transitional village or traditional village with its original environment.

2. Socio-economy and cultural of the community is one of the attraction point in the planning and the packaging of tourism village. The socio-economy condition of a village that is still original, although has some impression of underdevelopment, will give additional value on tourism village development. Thus with the community culture that has not been influenced by foreign culture will give a different attraction with the community culture that has been assimilated or influenced by foreign culture. In other words, this village has specific characteristics as a *rural* or *non-urban*. Traditional life that still exists in a village will bring on potential life aspects to be sold.
3. Architecture and decoration structure that is still original will give additional value in the planning and the packaging of tourism village. Architecture condition that is different with common architecture which is appropriate with the development of the world exactly has additional value if the original condition is still being kept. The house shape, the house arrangement, the bathroom shape, the use of MCK (tools for take a bath, wash, and privy), the wall decoration, and the household tools that is used, although has some impression of traditionalistic, not up-to-date, and old-fashioned but from the selling point of view, it exactly has high value with the good package and pay attention to its healthiness, cleanliness, beauty, and originality aspects.
4. Historical aspect, a specific character that is only owned by a certain village. Sometimes, the relation between villages with a certain history event that had happened will give advantage if compared to other villages. Even a village can emerge a history that has never been a glance before into a history that attracts more people.

Based on the aspects above, a village can be developed into a tourism village if it has areas that are good enough in the terms of socio-economy, socio-cultural, physical environment, and has traditional and unique characteristics of life. Tourism village characteristics will influence the kind of attraction that can be shown to the visitors. The important thing to remember is that every activity or attraction that is offered must reflect the rural ambience that is close enough to its original ambience. Moreover on the attraction which cannot be found in the other place or it is a new thing for them. These following are kinds of attraction that can possibly be developed based on those four aspects:

1. Tourism attraction that is related to the economic activities or the occupation of rural community, such as:
 - a. Cultivation Activity. In this activity, visitors are invited to participate directly in the cultivation process, starts from land processing, field plowing, planting, plant conservation, harvesting, and post-harvest treatment.
 - b. Husbandry and Fishery Activity. In this activity, visitors are directly involved in the husbandry and fishery section, such as feeding, milking, grass cutting for the food stock, fish harvesting, pond draining, and other activities that is considered as routine activity of a breeder.
 - c. Fisherman Activity. In this activity, visitors are directly involved in the fisherman activity in the beach after returning from the sea, or if it is possible, they can participate in the fishing activity. Common activities in this section are pulling the fishnet, fish sorting and auctioning in the fish auction center.
 - d. Household Industry Activity. In this activity, visitors are invited to participate directly in the production process of household industry, such as coconut sugar production, snacks production, and other household industry production. This activity starts from preparation, production process, until the product packaging.

2. Tourism attraction that is related with the rural art activities. In this activity, visitors are directly involved in the art activities in the village, such as weaving, batik working, dancing, sculpting, carving, traditional music, martial arts, and other activities that is being held in the village.
3. Tourism attraction that is related with the customs or traditional ceremonies. In this activity, visitors are directly involved both actively and passively starts from preparation until the activity performance with certain requirements that must be fulfilled without decreasing the purity or the cultural values or the religiousity of the ceremony.
4. Tourism attraction that is related with the rural sport activities. Visitors is directly involved both actively and passively in the sport activities, such as football, baseball, field trip, playing kite, etc.

The determination of tourism potential development pattern is based on the potency and the problems in each village that is going to be developed. The differentiation will determine the tourism products that are going to be offered. Based on the attraction potential of the village, accepting level of the community, and the village location, tourism village development can be developed into two development pattern:

1. Transit package, which is a package that is given to the visitors who want to stop by temporarily without staying (*one day trip*). Visitors will enjoy the food, beverage, arts/cultural attraction, and other attraction in a single day without staying.
2. Staying package, which is a package that enables the visitors to stay overnight in the village. Every activity that is offered can be done as the community do. Incoming visitors have to adjust themselves to the social, economy, and cultural condition of the local community.

RADICAL AND PROFESSIONAL APPROACH: COMMUNITY DEVELOPMENT MODEL TOWARDS PROSPEROUS AND INDEPENDENT COMMUNITY

The transformation of usual village into tourism village as a way to optimize the village potential should pay attention to several principles in the development. Looking at the socio-cultural aspect, community development that can be implemented should not be contrary to the custom and the culture of local community. The development has to focus on many aspects that is related to the socio-cultural life and the occupation of local community. Moreover in the village whose the life pattern is still dominated with the manner and the custom that they believe.

Community development has to be adjusted with the condition of the village. In this case, visitors has to follow the manner and the custom of local community, such as dressing manner, socializing manner, visiting manner, interacting manner, etc. This condition is expected to minimize the effect that is possibly appeared as the cause of visitors activity. The socio-economy condition of a village that is still original, although has some impression of underdevelopment, will give additional value on tourism village development. Thus with the historical aspect that is a specific character that is only owned by a certain village. The relation between villages with a certain history event that had happened will give advantage if compared to other villages. Even a village can emerge a history that has never been a glance before into a history that attracts more people.

Looking at the physical development aspect, it aims to improve the quality of the environment. The transformation from a usual village into a tourism village do not change what is in the village but it digs out the potency that exists in the village then packages it in some way so that the village becomes interesting to be developed into a tourism place. Physical development that is executed in the framework of rural development such as road

construction, bridge construction, MCK supplying, clean water supplying, sanitation, and other means that are aimed to improve the environment quality so that the originality of the environment will be conserved.

Looking at the architecture aspect, the landscape pattern, and the material that is used in the rural development should emphasize the specific characteristic of the village so that its locality and originality can be conserved. Those materials should give a natural nuance and give a local and natural unsure description of the village. Natural materials such as bamboo, wood, shingle, palm fiber and other natural materials should give a dominant architecture for dominating the village ambience.

The other principal that has to be considered is paying attention to the support capacity and the load capacity and also having an environmental conception. The development of a village into a tourism village must pay attention to the village capacity, both physical capacity (natural resources) and human capacity (human resources). Therefore, principals that provide the basic for tourism village development should be based on the continuity (*sustainable*). Tourism village development that exceeds the support capacity will cause a big effect not only to the physical environment but also to the socio-cultural life of the community, so that the village continuity can be kept physically.

The principals that are used in the transformation of a tourism village can be implemented by using professional and radical approach, as seen in the following matrix.

	Professional Approach	Radical Approach
Natural environment or geographical condition and the landscape	Keep the traditional nuance of the village with its original natural environment	Transform into modern village or transitional village
Socio-economy and cultural of the community	Keep the socio-economy and cultural condition of the community	-
Architecture and decoration structure	Keeping the original condition will give additional value	Need a good package and pay attention to the healthiness, cleanliness, beauty, and originality aspects
History	Keeping the history is an advantage	-

The matrix below shows that in transforming a usual village into a tourism village, a combination of professional and radical approach is needed. To develop the natural environment or the geographical condition and the landscape, socio-economy and cultural of the community, the architecture and the decoration structure, and the history needs a professional approach as an effort to keep the existence of local community. Nevertheless, a radical approach is needed for the community development of the tourism village, especially in the aspects of the natural environment or the geographical condition and the landscape and also the architecture and the decoration structure in order to improve the community prosperity.

After all of those principals are being considered, the last principal in the village transformation into tourism village is the rural community Empowerment. The important unsure in the community development is the community involvement on every aspects and activities in the tourism village. This concept means that rural community as a tourism subject will get the benefit as huge as possible in the tourism village development. This

principal is implemented in realizing tourism village that is autonomous and can solve the problems towards the rural community prosperity.

Therefore, the community must be involved directly in the tourism activity in the form of services whose results can improve the community income outside of their main activities. The forms of community involvement are accommodation facilities supplying, consumption supplying, tourism guide, local transportation supplying, arts show, etc. All of the activities and the activities management that occur in the village is done purely by the community and organizationally follow the organization structure in the village.

At the beginning of the transformation, assistance or cooperation with the tourism industry, both private and government can be done. But the point to remember in this cooperation is both of them should get benefits based on equality principal. The possible forms of the cooperation are:

- a. Rural community and tourism industry share the ownership of the industry or the land in the village.
- b. Tourism industry as the community partner that helps the rural community in the tourism ability improvement that can be in the form of scholarship to continue the education in the tourism department or by giving working chances for the local people.

CONCLUSION

The transformation from a usual village into a tourism village as an optimizing effort is feasible to be implemented with several considerations, especially in its relation to the process of rural community development. This village transformation will change the natural environment or the geographical condition and the landscape, socio-economy and cultural of the community, the architecture and the decoration structure, and the history become well-known and can be explored by the other people as visitors.

To minimize the negative effect, an approach that is appropriate with the demand as a tourism village but can make the community be autonomous and improve their prosperity is needed. Therefore, a combination of professional and radical approach is needed. To develop the natural environment or the geographical condition and the landscape, socio-economy and cultural of the community, the architecture and the decoration structure, and the history needs a professional approach as an effort to keep the existence of the local people in order to be independent. However, to develop the aspects of natural environment or the geographical condition and the landscape and also the architecture and the decoration structure needs a radical approach to improve the prosperity of the community.

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